

JUL 17 2008

FACSIMILE COVER SHEET

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To: **U.S. Patent and Trademark Office**

Facsimile No.: **(571) 273-8300**

From: **John C. Pokotylo, Esq.**

Date: **July 17, 2008**

Number of Pages Including Cover: **6**

MESSAGE: **FORMAL SUBMISSION OF:**

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate); and
- 3) Notice of Appeal Transmittal (1 pg.)
(in duplicate).

Attorney Docket No.: **Google-44 (GP-096-00-US)**

Appl. No.: **10/750,363**

Applicants: **Krishna BHARAT, et al.**

Filed: **December 31, 2003**

Title: **GENERATING USER INFORMATION FOR USE IN TARGETED ADVERTISING**

TC/A.U.: **3621**

Examiner: **Evens J. Augustin**

CERTIFICATE OF FACSIMILE TRANSMISSION

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Modified PTO/SB/21 (08-00)

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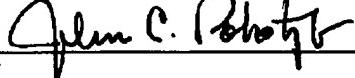
(to be used for all correspondence after initial filing)

<p>Total Number of Pages in This Submission</p>	<p>Application Number</p> <p>10/750,363</p>
	<p>Filing Date</p> <p>December 31, 2003</p>
	<p>First Named Inventor</p> <p>Krishna BHARAT</p>
	<p>Group Art Unit</p> <p>3621</p>
	<p>Examiner Name</p> <p>Evens J. Augustin</p>
	<p>Attorney Docket Number</p> <p>Google-44 (GP-096-00-US)</p>

ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input checked="" type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks		

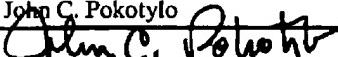
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	July 17, 2008

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FEE TRANSMITTAL for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 510.00)

Complete if Known

Application Number	10/750,363
Filing Date	December 31, 2003
First Named Inventor	Krishna BHARAT
Examiner Name	Evens J. Augustin
Art Unit	3621
Attorney Docket No.	Google-44 (GP-096-00-US)

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

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FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Description	Fee Paid
		Fee Code (\$)	Fee Code (\$)
1051	130	2051 65	Surcharge - late filing fee or oath
1052	50	2052 25	Surcharge - late provisional filing fee or cover sheet
1053	130	1053 130	Non-English specification
1812	2,520	1812 2,520	For filing a request for ex parte reexamination
1804	920*	1804 920*	Requesting publication of SIR prior to Examiner action
1805	1,840*	1805 1,840*	Requesting publication of SIR after Examiner action
1251	120	2251 60	Extension for reply within first month
1252	460	2252 230	Extension for reply within second month
1253	1,050	2253 525	Extension for reply within third month
1254	1,640	2254 820	Extension for reply within fourth month
1255	2,230	2255 1,115	Extension for reply within fifth month
1401	510	2401 255	Notice of Appeal
1402	510	2402 255	Filing a brief in support of an appeal
1403	1,030	2403 515	Request for oral hearing
1451	1,510	1451 1,510	Petition to institute a public use proceeding
1452	510	2452 255	Petition to revive - unavoidable
1453	1,540	2453 770	Petition to revive - unintentional
1501	1,440	2501 720	Utility issue fee (or reissue)
1502	820	2502 410	Design issue fee
1503	1,130	2503 565	Plant issue fee
		Petitions to the Commissioner – check fee sheet	
1807	50	1807 50	Processing fee under 37 CFR 1.17(c)
1806	180	1806 180	Submission of Information Disclosure Stmt
8021	40	8021 40	Recording each patent assignment per property (times number of properties)
1809	810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))
1810	810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))
1801	810	2801 405	Request for Continued Examination (RCE)
1802	900	1802 900	Request for expedited examination of a design application
		Other fee (specify) _____	
		* Reduced by Basic Filing Fee Paid	SUBTOTAL (3) (\$ 510.00)

SUBMITTED BY (Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone (732) 936-1400
Signature			Date	July 17, 2008

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FEE TRANSMITTAL for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 510.00)

Complete if Known

Application Number	10/750,363
Filing Date	December 31, 2003
First Named Inventor	Krishna BHARAT
Examiner Name	Evens J. Augustin
Art Unit	3621
Attorney Docket No.	Google-44 (GP-096-00-US)

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None
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Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

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FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
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1801 810	2801 405	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	

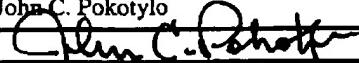
Other fee (specify) _____

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 510.00)

** or number previously paid, if greater, For Reissues, see above

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Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone (732) 936-1400
Signature			Date	July 17, 2008

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<p>Applicant hereby appeals to the Board of Patent Appeals and Interferences from the last decision of the examiner.</p> <p>The fee for this Notice of Appeal is (37 CFR 41.20(b)(1)) <u>\$ 510.00</u></p> <p> <input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: <u>\$ _____</u> <input type="checkbox"/> A check in the amount of the fee is enclosed. <input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached. <input type="checkbox"/> The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet. <input checked="" type="checkbox"/> The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. <u>50-1049</u> I have enclosed a duplicate copy of this sheet. <input type="checkbox"/> A petition for an extension of time under 37 CFR 1.36(a) (PTO/SB/22) is enclosed. </p> <p>WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.</p> <p>I am the <input type="checkbox"/> applicant/inventor. <input type="checkbox"/> assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96) <input checked="" type="checkbox"/> attorney or agent of record. <input type="checkbox"/> attorney or agent acting under 37 CFR 1.34(a). Registration number if acting under 37 CFR 1.34(b). <u>36,242</u> <u>John C. Pokotylo</u> <u>Typed or printed name</u> <u>(732) 936-1400</u> <u>Telephone number</u> <u>July 17, 2008</u> <u>Date</u> </p> <p>NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.</p> <p><input type="checkbox"/> *Total of _____ forms are submitted.</p>		

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<p><input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: \$ _____</p> <p><input type="checkbox"/> A check in the amount of the fee is enclosed.</p> <p><input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.</p> <p><input type="checkbox"/> The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet.</p> <p><input checked="" type="checkbox"/> The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. <u>50-1049</u> I have enclosed a duplicate copy of this sheet.</p> <p><input type="checkbox"/> A petition for an extension of time under 37 CFR 1.36(a) (PTO/SB/22) is enclosed.</p>		
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Signature <u>John C. Pokotylo</u> Typo or printed name <u>John C. Pokotylo</u> Telephone number <u>(732) 936-1400</u> Date <u>July 17, 2008</u>		
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